

Ideation Phase


Brainstorm & Idea Prioritization

Date	15 April 2025
Team ID	SWTID1743695015
Project Name	Shopez: E-Commerce Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:




Step-1: Team Gathering, Collaboration and Select the Problem Statement


template



Brainstorm & idea prioritization


Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended



Before we collaborate

Review Sarah's scenario, user journey, and empathy map.

 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Improve the user experience for time-pressed shoppers like Sarah by enhancing product discovery and simplifying the checkout process.

C


Learn how to use the facilitation tools

Read about creative brainstorming techniques such as mind mapping, Crazy 8s, and prioritization matrices to help generate and sort ideas efficiently.

1


Define your problem statement

How Might We help busy users quickly discover and purchase personalized gifts without frustration?

 5 minutes


PROBLEM


How Might We help busy users quickly discover and purchase personalized gifts without frustration?





Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



Person 1

Smart gift finder with filters (e.g., age, occasion, budget)	AI-based chat assistant for real-time gift suggestions	Gift bundles curated by theme (e.g., self-care, gadgets, books + treats)	Personalized gift quiz (result: recommended gifts)	1-click "Buy Now" shortcut for repeat purchases	Pre-wrapped gift option with custom messages
Reminders/alerts for upcoming birthdays + pre-saved gift ideas	Customer reviews with images to help decision-making	Local delivery options for same-day gifts	Virtual gift wrapping preview tool	Build-your-own-gift-box feature	"See what your friends gifted" (social shopping)

3

Group ideas

Taking turns sharing the ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Group 1

Smart gift finder with filters (e.g., age, occasion, budget)

Personalized gift quiz (result: recommended gifts)

Virtual gift wrapping preview tool

Group 2

AI-based chat assistant for real-time gift suggestions

Customer reviews with images to help decision-making

Group 3

Gift bundles curated by theme (e.g., self-care, gadgets, books + treats)

Pre-wrapped gift option with custom messages

Build-your-own-gift-box feature

Group 4

Pre-wrapped gift option with custom messages

“See what your friends gifted” (social shopping)

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

